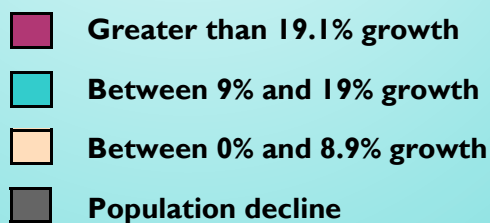
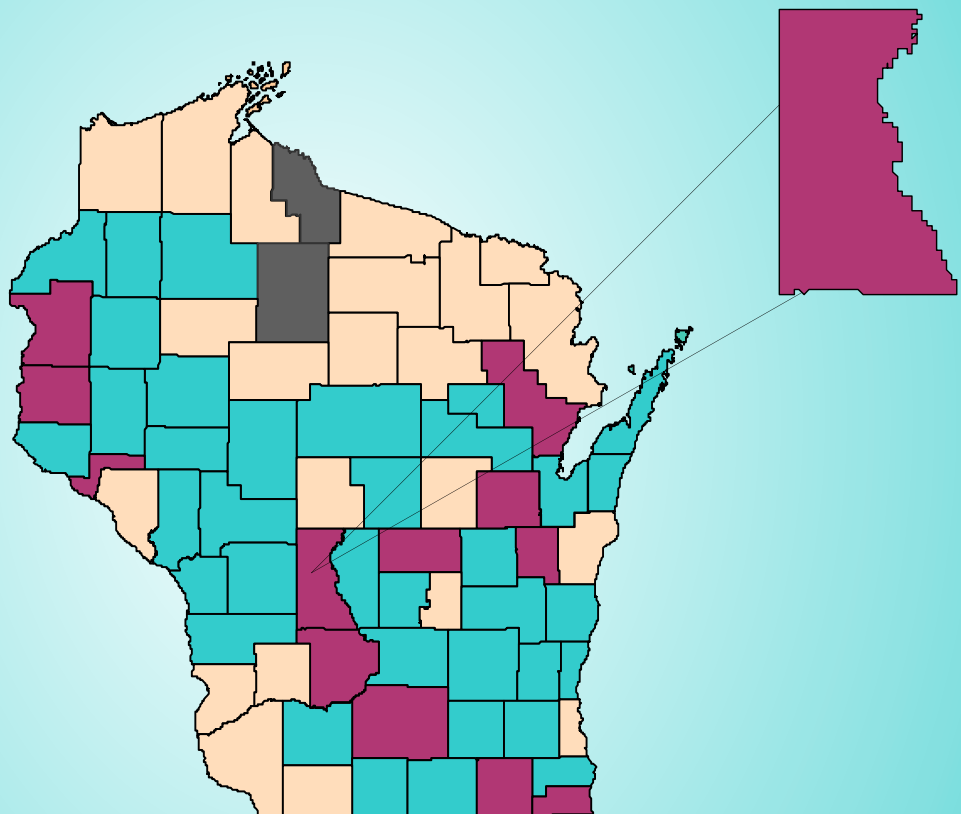


Juneau County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

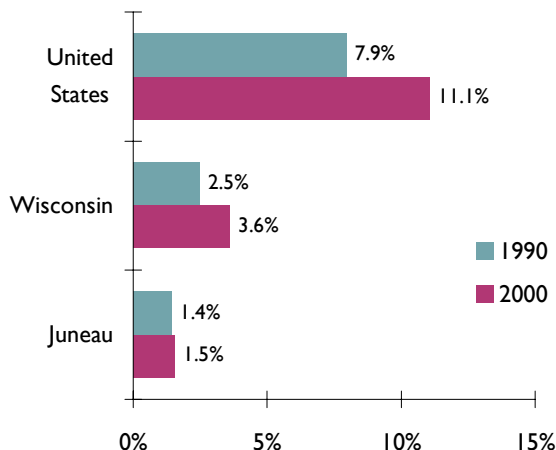
The population in Juneau County increased three percent from April 2000 through December 31, 2001. Juneau's three percent growth rate was the 7th fastest growth rate among Wisconsin's 72 counties during this period. These additional 736 residents came entirely from individuals moving into the county, as there were 15 more deaths in the county than births.

This increase in Juneau County's population is quite robust. During the same time period the national population grew by two percent and the state population grew by 1.7 percent.

The migration rate in Juneau County was more than triple 0.9 percent migration rate in Wisconsin or the United States.

Juneau County is experiencing an aging resident population. In 1980, the median age of a Juneau County resident was 31.5, in 1990 it was 34.5, and by the year 2000 the median age of a Juneau County resident had climbed to 39.4 years old. In 2000, Juneau County was the 19th oldest county of Wisconsin's 72 counties in terms of median age. In addition, many pieces of anecdotal and inferential evidence indicate that much of the in-migration into Juneau County is people near retirement (or already retired).

Share of Foreign-born Residents

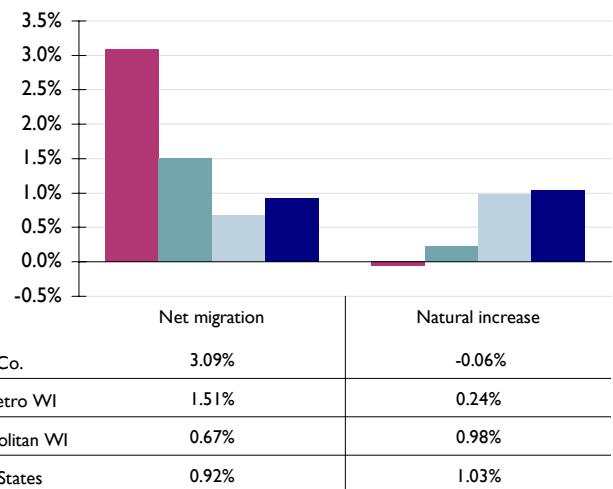


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Juneau County	24,316	25,052	3.0%
Largest Municipalities			
Mauston, City	3,740	3,949	5.6%
Necedah, Town	2,156	2,283	5.9%
Lemonweir, Town	1,763	1,797	1.9%
Elroy, City	1,578	1,573	-0.3%
New Lisbon, City	1,436	1,442	0.4%
Germantown, Town	1,174	1,304	11.1%
Lyndon, Town	1,217	1,267	4.1%
Lisbon, Town	1,020	1,025	0.5%
Necedah, Village	888	891	0.3%
Wonewoc, Village	834	832	-0.2%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Juneau County is still mostly populated with white residents. Juneau County's share of foreign-born residents is very low compared to the United States, and even Wisconsin.

Barring some unforeseen and radical change in the county's make-up and demographic trends, Juneau County will suffer a worker shortage sometime in

(Continued on page 2)

Juneau County Workforce Profile

Population Projections by Age Groups in Juneau County

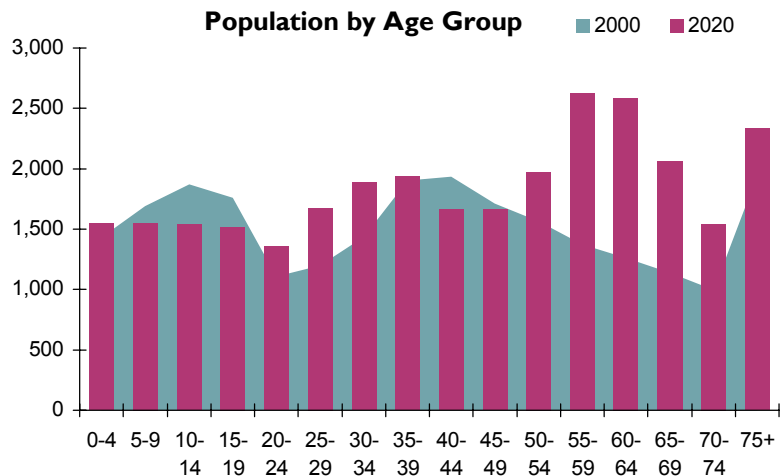
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	718	897	957	960	547	623	699	966	1,023	899	764	668	610	593	479	759
Female	711	794	912	802	561	573	737	938	911	812	800	706	650	546	516	1,185
2005																
Male	734	772	951	982	768	617	688	768	1,045	1,112	981	850	708	601	519	823
Female	704	765	844	869	664	664	626	786	1,000	979	887	871	728	625	502	1,207
2010																
Male	751	772	803	998	931	988	797	864	922	1,190	1,250	1,107	915	706	529	890
Female	720	742	797	797	713	770	724	667	839	1,079	1,073	966	902	702	570	1,203
2015																
Male	780	771	789	830	897	982	1,033	839	892	942	1,258	1,356	1,151	894	608	923
Female	748	740	760	742	643	819	821	762	706	900	1,171	1,152	988	862	633	1,243
2020																
Male	792	791	783	809	761	938	1,017	1,079	859	906	990	1,364	1,411	1,120	767	1,003
Female	757	760	753	705	596	738	868	857	804	757	982	1,258	1,174	942	777	1,331

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

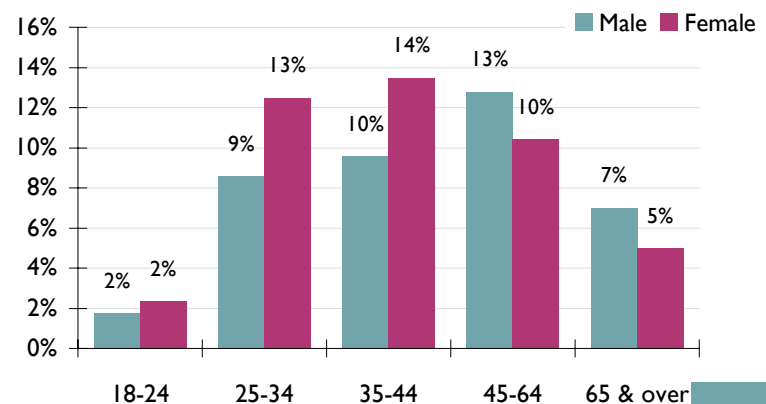
the future. Much of Juneau's population growth is happening in the older age cohorts, plus a median age of nearly 40 years cannot be overlooked, and that median age is slated to increase in the years to come. An older population works less and demands more from workers (especially from personal services and health services workers). The older population in Juneau is the primary reason why deaths now exceed births in the county.

Population projections by age groups illustrate that the share of population over the age of 60 will increase from 22 percent in 2000 to 29 percent in 2020 as the population under 20 years old declines from 28 percent to 21 percent. From 2000 to 2020 total population is projected to increase by just over 5,100 residents. Amazingly, the population under 60 will decline by 600 persons. The population over 60 will increase by 3,200 and will comprise 62 percent of the population increase in the next 20 years. The 20-59 year old cohort will comprise the remaining 38 percent of the population increase.

A noticeable trend in Juneau County, as well as in the state, is that a higher share of younger females have a bachelor's degree than men. Older generations have higher percentages of males with college degrees; generations where in most areas, more men attended college than women.



Percent of age group with at least a Bachelor's degree in Juneau County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle-age groups and lowest for the older-age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Juneau County in 2002 was 55.5 percent, substantially lower than the state or national LFPR. Only two of Wisconsin's 72 counties, Adams and Florence, have lower LFPR than Juneau County. Juneau's low LFPR provides additional evidence that many of the people moving into Juneau are at or near retirement age.

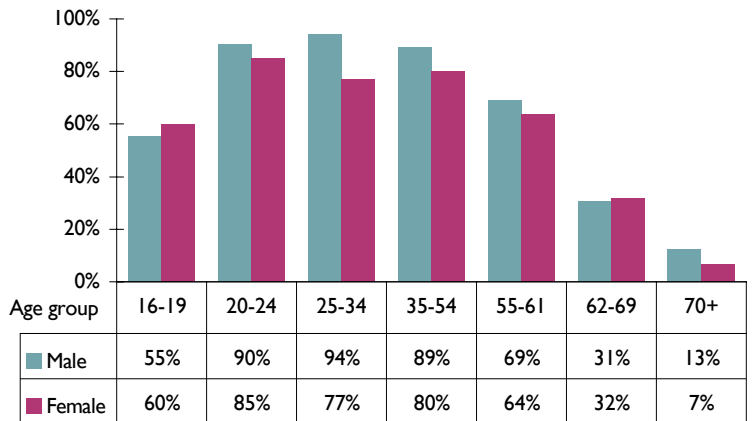
These issues, sub-par LFPR and an increasing population over age 60, will need to be addressed in the next 10-15 years.

Increasing the participation rate among Juneau County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups the graph on the right shows the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase by more than 5,000, the number who participate in the labor force will increase by only 1,000 due to a LFPR of only 20 percent from the added population.

Of the roughly 10,750 residents who currently participate in the labor force about 9,700 are employed and 1,050 are unemployed. The number of employed is down from a high in 1996 due to the recession and loss of jobs in the county. In 2002, Juneau County unemployment rates climbed to

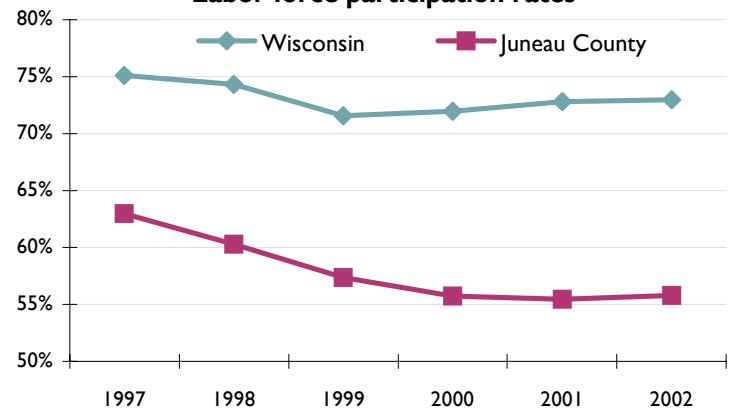
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Juneau Labor Force Participation by Age & Sex in 2000



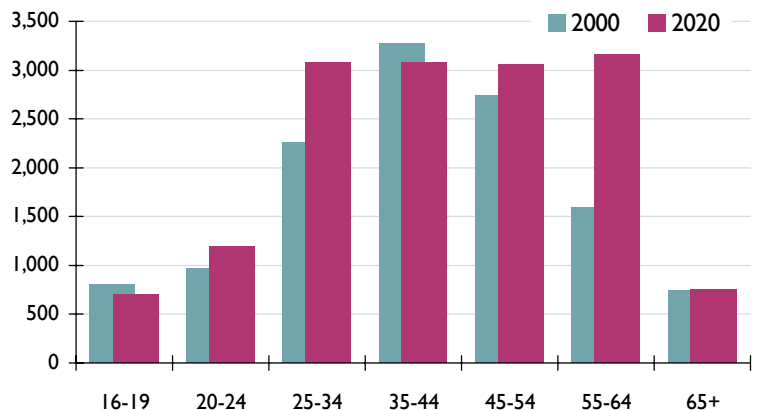
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Juneau County



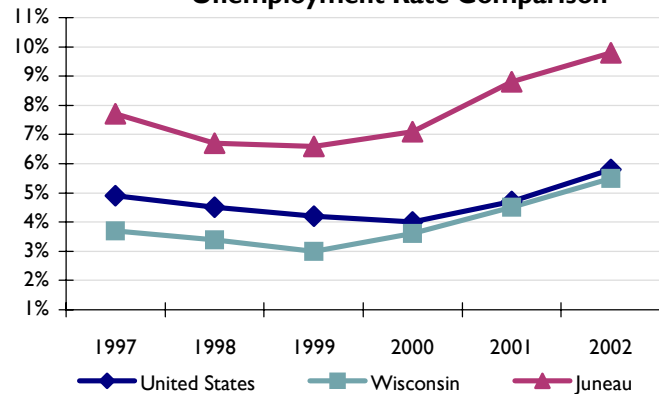
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Juneau County Workforce Profile

their highest level since the mid-1980s.

Despite the current high unemployment rates in Juneau County, at some point during the future economic recovery, labor shortages will begin to become a problem for employers in Juneau County. This labor shortage will have two principle causes in Juneau County; the age and demographic shift in the county, and the mismatch of skills needed for workers to participate in the economy of the future vs. the skills possessed by the unemployed in Juneau County.

Unemployment Rate Comparison



Juneau County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	11,279	10,922	10,400	10,542	10,848	10,753
Employed	10,412	10,194	9,712	9,796	9,891	9,702
Unemployed	867	728	688	746	957	1,051
Unemployment Rate	7.7%	6.7%	6.6%	7.1%	8.8%	9.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Juneau County is in the Western region of the state and the list of jobs on the right is representative of the jobs in that eight county region

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time or temporary jobs and workers often leave these jobs as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The Fastest Growth occupations are often referred to as "hot jobs", usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,500 jobs increased only 25 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

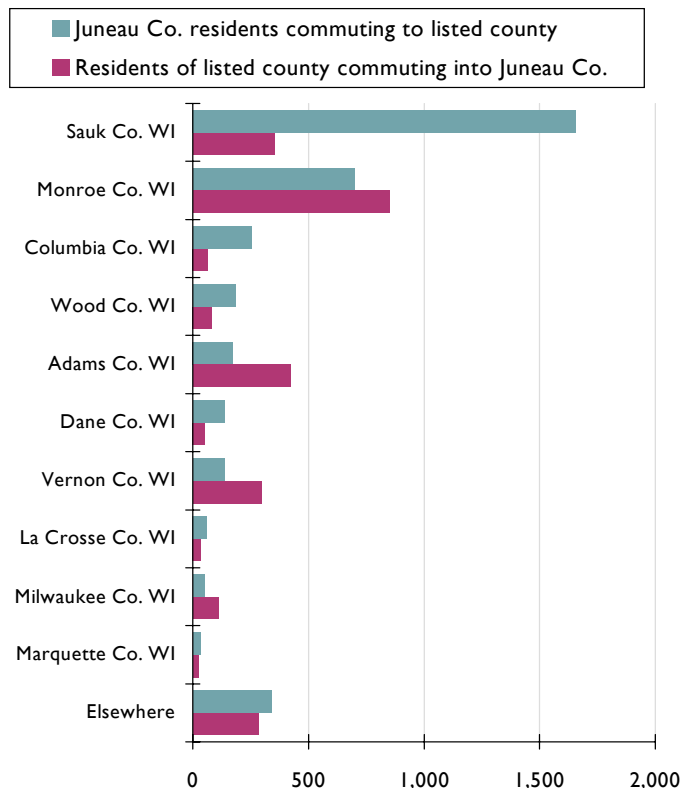
Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

Juneau County workers are very mobile and many Juneau County residents work in a place other than their county of residence. The time it takes Juneau County residents to get to work is increasing. In 1990, the average Juneau County worker took 16.2 minutes to get to work, in 2000 that jumped to an average commute of 22.1 minutes. Increased un-

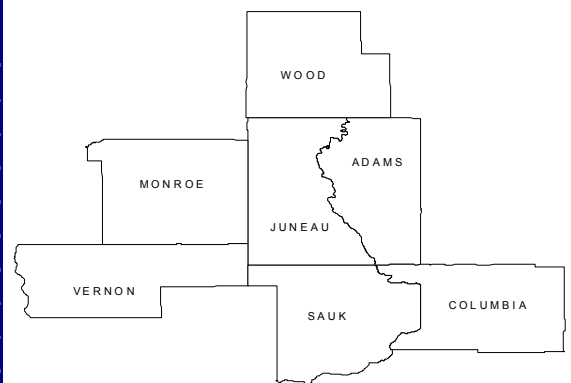
employment in Juneau County, coupled with economic growth in surrounding counties has led to Juneau County residents driving farther and longer to work.

The number of Juneau County residents commuting out of their county of residence increased dramatically between 1990 and 2000. The number of workers lost daily to Sauk County has increased from 480 in the 1990 Census to 1,302 reported in Census 2000, almost a three hundred percent increase. Several reasons exist for workers leaving Juneau for Sauk such as the wages paid in Sauk County are generally higher than in Juneau and more management/professional positions exist in Sauk County than in Juneau County. Juneau County's strong manufacturing industry sector has taken a substantial hit over the last three years, so some Juneau County workers seeking manufacturing employment leave the county to find similar work. Last, but not least, both Sauk and Juneau have a very strong tourism/hospitality industry but Sauk County's tourism industry generally pays higher wages than does Juneau County. Average wages for hospitality industry employees are only 75 percent of the statewide average in Juneau County, but average wages for hospitality industry employees in Sauk County are 112 percent of the statewide average.



	Juneau Co. residents commuting to listed county	Residents of listed county commuting into Juneau Co.	Net gain or loss of workers
Sauk Co. WI	1,657	355	-1,302
Monroe Co. WI	699	851	152
Columbia Co. WI	255	66	-189
Wood Co. WI	186	83	-103
Adams Co. WI	173	422	249
Dane Co. WI	139	53	-86
Vernon Co. WI	138	297	159
La Crosse Co. WI	61	35	-26
Milwaukee Co. WI	49	111	62
Marquette Co. WI	32	25	-7
Elsewhere	341	286	-55

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

Introducing NAICS (North American Industry Classification System)

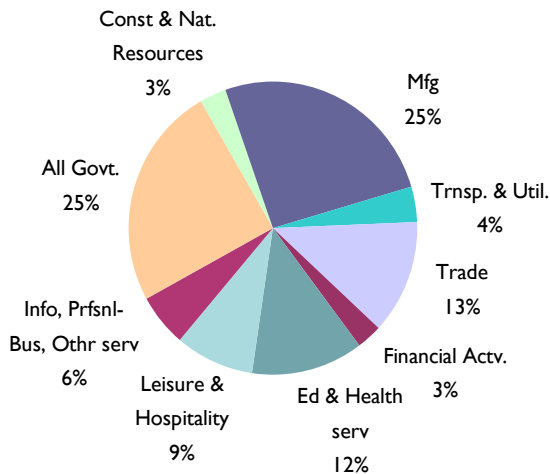
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Juneau County in present and former coding systems.

Juneau County Industry Distribution: 2002



Some of the more notable changes include; transportation employment is grouped with warehousing and utilities and now comprises 4 percent of local jobs compared with 3 percent under SIC which also included communication. Most jobs in communication were moved to a new sector, information.

Wholesale and retail trade jobs declined to 13 percent of total employment in NAICS from 21 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector,

(Continued on page 7)

2002 Industry Employment in Juneau County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	269	3%	Construction & Mining	3%
Manufacturing	2,333	26%	Manufacturing	27%
Transportation, warehousing & utilities	339	4%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	1,137	13%	Wholesale trade	2%
			Retail trade	19%
Financial activities	237	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	520	6%	Services & misc (incl. agr, forestry, fishing)	18%
Education and health services	1,118	12%	Government	24%
Leisure & hospitality	811	9%		
Government	2,216	25%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector.

Juneau County uses the North American Industry Classification System. One big change with this list over previous years is the introduction of sub-groups within health services, two of which appear on the top industry list. Five years ago, three of the top ten industries in Juneau County were manufacturers; now it is two of the top ten.

The lists of top ten industries and employers in Juneau County

Top 10 Industry Groups in Juneau County

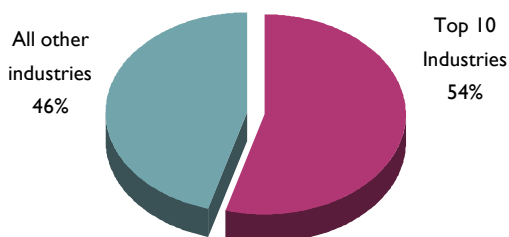
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Fabricated Metal Product Manufacturing	10	949	7
Hospitals	*	*	*
Educational Services	8	797	-32
Food Services and Drinking Places	47	503	-31
Gasoline Stations	16	330	10
Executive, Legislative, & Gen Government	26	316	41
National Security & International Affairs	*	*	*
Ambulatory Health Care Services	18	256	-28
Nursing and Residential Care Facilities	8	248	-2
Electrical Equipment and Appliances	3	242	-11

*data suppressed to maintain confidentiality

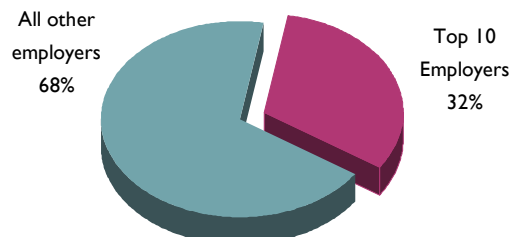
Top 10 Employers in Juneau County

Company	Product or Service	Size
Hess Memorial Hospital	General medical & surgical hospitals	500-999
Walker Stainless Equipment	Plate work manufacturing	250-499
Sandridge Treatment Facility	Psychiatric and substance abuse hospital	250-499
County of Juneau	Executive and General Government	250-499
School Dist of Mauston	Elementary & secondary schools	250-499
Volk Field	National security	100-249
Necedah Public School	Elementary & secondary schools	100-249
Freudenbergnok (Farnam/Meillor)	Gasket, packing, and sealing device manufacturing	100-249
Parker Hannifin	Fluid power valve and hose fitting manufacturing	100-249
Brunner Drilling & Mfg	Bolt, nut, screw, rivet, and washer manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Juneau County Workforce Profile

The bottom graph emphasizes that despite recent difficulties in manufacturing industries in Juneau County, it is still a significant part of the county's economy. As of 2002, roughly 26 percent of all jobs in the county and 34 percent of the total payroll is from the manufacturing industry.

The average wage for all workers in Juneau County, \$26,008, increased 3.8 percent from the 2001 average of \$25,051. Statewide the average wage rose 2.7 percent in 2002 to \$32,422. While Juneau's rate of increase exceeded the statewide rate of increase in 2002, wages paid in Juneau in 2002 were still only 80 of the statewide average.

Even though NAICS provides a better picture of wages in education (this dataset includes both public

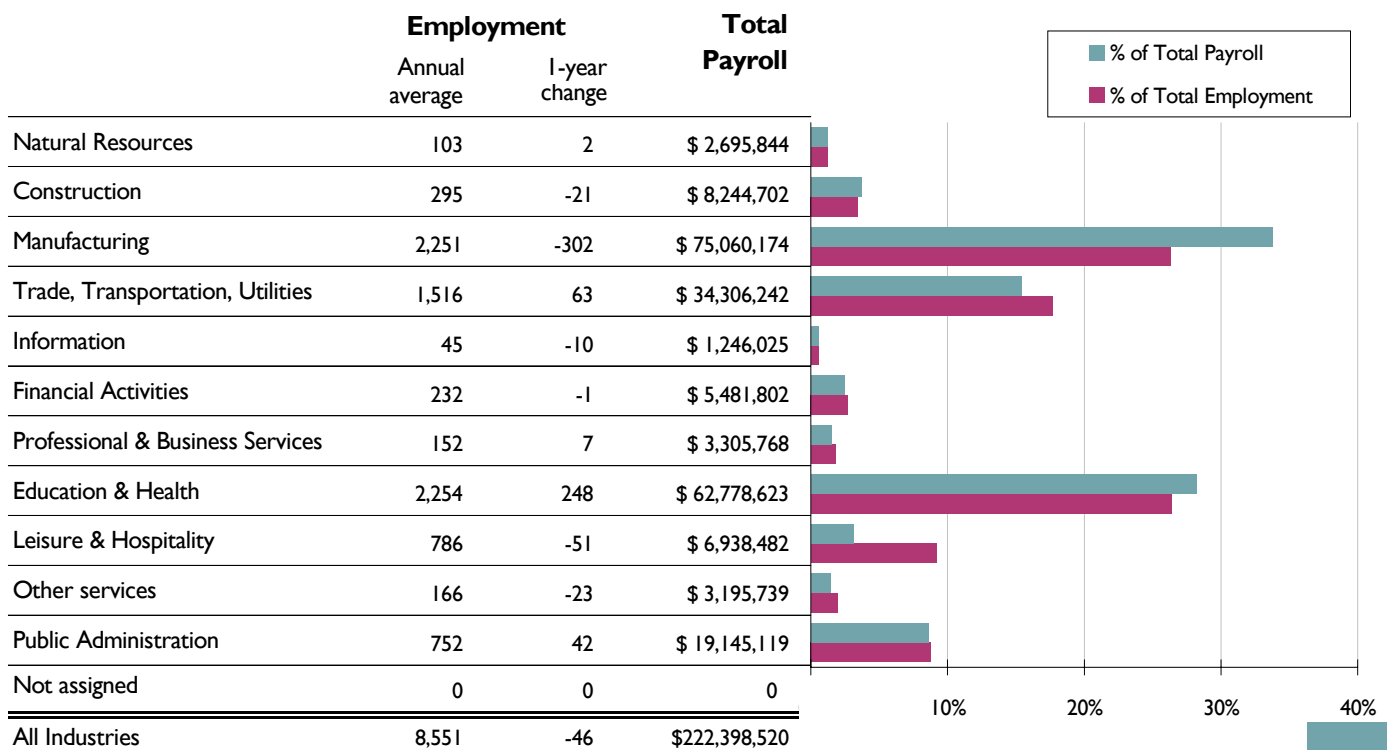
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Juneau County	Wisconsin	% change
All Industries	\$ 32,422	\$ 26,008	80%	3.8%
Natural resources	\$ 25,481	\$ 26,173	103%	20.4%
Construction	\$ 39,649	\$ 27,948	70%	1.7%
Manufacturing	\$ 40,584	\$ 33,345	82%	0.6%
Trade, Transportation, Utilities	\$ 28,422	\$ 22,629	80%	9.0%
Information	\$ 38,871	\$ 27,689	71%	28.6%
Financial activities	\$ 40,337	\$ 23,628	59%	7.4%
Professional & Business Services	\$ 36,324	\$ 21,748	60%	-6.7%
Education & Health	\$ 33,768	\$ 27,852	82%	8.3%
Leisure & Hospitality	\$ 11,837	\$ 8,828	75%	2.6%
Other services	\$ 19,500	\$ 19,251	99%	7.2%
Public Administration	\$ 33,769	\$ 25,459	75%	1.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

and privately owned institutions) and health, in leisure and hospitality, and in other professional and business services, there are details regarding part-time and temporary employment that are missing. These are also key components to annual average wages.

2002 Employment and Wage Distribution by Industry in Juneau County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

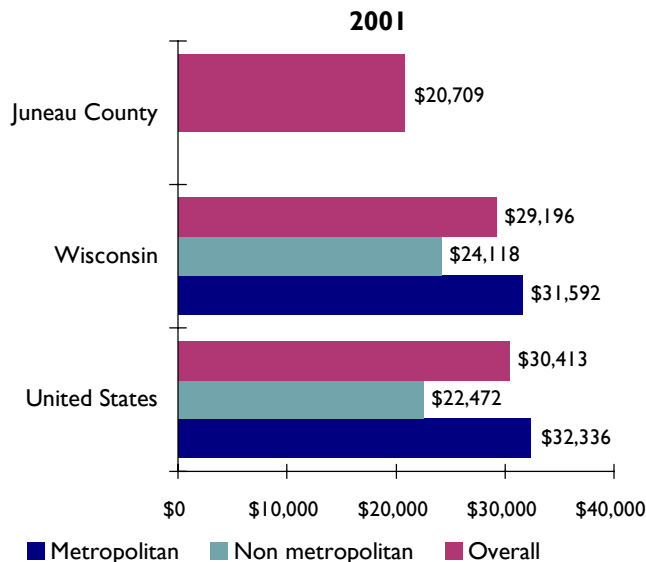
Juneau County's PCPI growth rate has been sluggish over the last five years, increasing 16.2 percent, lagging both state and national growth rates by almost ten percent points.

Juneau County's PCPI in 2002 of \$20,709 ranked 59th out

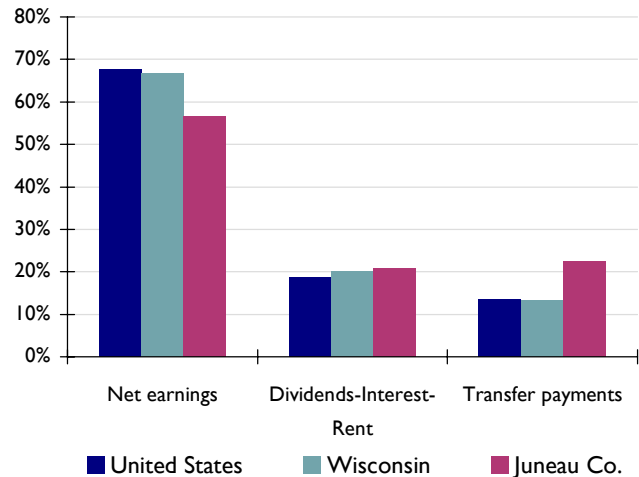
of Wisconsin's 72 counties. Per capita income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's participation rate. The composition of the county's income - how it is earned or acquired - can dictate how dynamic it is and how it changes over time. A high portion of Juneau County's total income comes via transfer payments which tend to be static and less dynamic in change. The manufacturing employment downturn has also caused much of the income growth sluggishness.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Juneau County	\$17,815	\$18,314	\$19,019	\$19,304	\$20,269	\$20,709	2.2%	16.2%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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